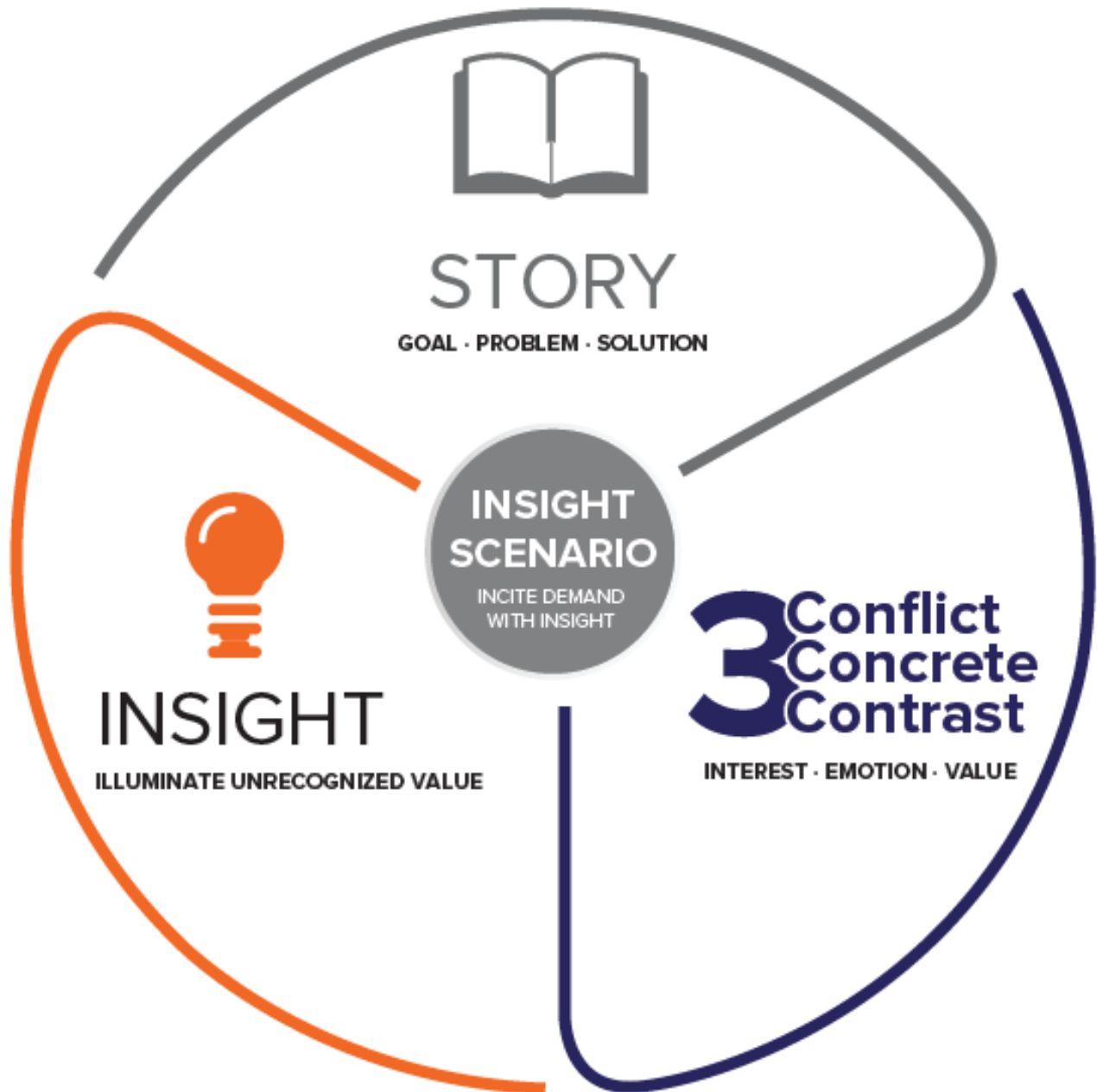


Insight Scenario

Instruction Guide & Templates

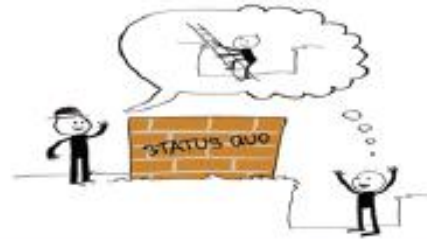


INSTRUCTIONS

Before Insight Scenario



After Insight Scenario



INSIGHT

- A story without insight is like a joke without a punchline. They both fall flat.
- Every word in your story must support the insight or it is edited out.
- Insight bridges the gap between what customers believe today & what they need to believe in order to buy your product. Increase the value of your product by shining the light of insight on unrecognized value.
- If you have more than one insight, write another story. Otherwise you'll drown your message in TMI.
- Draw a before and after picture so that your story is crystal clear.



GOAL

- Pick a Goal for a particular Title/Job Function, Vertical and capability.
- Now put this down on paper into a sentence along the lines of: Let me tell you about Paul, VP of Finance of a Manufacturing company who was looking to reduce inventory costs.



PROBLEM

1. **CONFLICT CREATES INTEREST:** A story needs conflict to be interesting. But don't make the villain the customer or their employees. Make the Super the hero, not the villain.
2. **CONCRETE CREATES EMOTION:** Be specific. Keep asking "So then what happens?" until a real person is dealing with a real problem. Use imagery, a metaphor or an analogy. The Super must be able to visualize it.
3. **CONTRAST CREATES VALUE:** Describe the hell if they don't so they appreciate the heaven if they do. Tell the problem before the solution. Crank up the contrast & you crank up the value.
4. **Turning Point:** This is the point where the Super realizes the status quo can no longer continue. Either it is a new insight, or they can't take it anymore.



SOLUTION

- Be brief since you're just selling the concept in the insight scenario – you'll prove it to the Super later.
- Don't describe what your offering is. Describe how the Super used your offering to solve their problem.
- You may wish to quantify the value of the solution.



QUESTIONS

- You only tell an insight scenario to hear the Super's scenario. Your insightful story helps the Super to find the oil spills in their own company. After you finish telling your story, say "That's enough about Paul, what's your situation?"
- If your story doesn't resonate, move onto the next story. But if they need some help discovering their story, have a few questions to help them qualify & quantify the cost of pain.

EXAMPLE

Before

After



Challenge Maxine, the Supply Chain Director of Acute Glass, wanted a way to know what orders were truly profitable.

Problem Up until now, the salespeople had been using a static snapshot of profitability. Maxine, however, was disappointed to see profitable deals later become money losers. This occurred because the salespeople were not able to see how their orders impacted current capacity, nor if their rush orders would negatively impact other orders.

Maxine needed to find a way to have a more dynamic view of profitability, something that was simple for the salespeople to use. What she envisioned was something as simple as looking a flight on-line, with a number of scheduling options according to price for the customer, and true profitability for Maxine's company.

Challenge Maxine finally had enough when a salesperson's profitable Toyota order quickly turned into a substantial money loser because her company was forced to fly parts into the plant to avoid delayed order penalties.

Challenge Fortunately, the Toyota order inspired Maxine to look for a solution, and she found more than what she was looking for with Advance Schedule Corp.

We provided Maxine with the ability to see each potential order's impact on capacity, and then how it affected other orders.

The sales team was excited that they could now do sales campaigns by posting their orders along with price incentives so that they could not just generate more sales, but more importantly, maintain profitability.

But that's Maxine's story, what's yours?

TEMPLATE SHEET

Before

After

↑ INSIGHT

□ GOAL

▲ PROBLEM

↳ TURNING POINT

● SOLUTION

⌘ QUESTIONS